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21 MILLION ADULTS HAVE GIVEN UP HABIT

Fewer Youngsters Smoking, Doctor Reports

BY HARRY NELSON

Times Medical Editor

A smaller percentage of youngsters is taking up smoking today than a decade ago, a pioneer in the anti-smoking crusade said here Thursday.

Also, the rate at which adults are giving up smoking is increasing, according to Dr. Daniel Horn, director of the Public Health Service's National Clearinghouse for Smoking and Health.

About 21 million Americans have become successful ex-smokers, about three million of them within the last two years, he told a news conference arranged by the American Cancer Society.

"The country can't afford to have

people continue smoking when you realize that one-fourth of the total illness in the United States can be attributed to cigaret smoking," Dr. Horn said.

Among the things Dr. Horn said were responsible for recent increases in the ranks of ex-smokers were new reports showing a link between the number of cigarettes smoked and days absent from work, the furore over the Strickman filter and radio and TV antismoking commercials.

Dr. Horn, who is a psychologist, said he believes the furore over the Strickman filter caused many people to stop smoking because they first were led to believe that a safe filter had been developed.

Later it became apparent this was not the case and the disappointment had the effect of reinforcing the knowledge that smoking is harmful.

Dr. Horn's office estimates that radio and TV now give \$35 million worth of free time annually to antismoking commercials.

Dr. Horn and Dr. E. Cuyler Hammond coauthored the report, made public in 1954, which served as the foundation of the stop-smoking campaign begun by the American Cancer Society.

The report showed that the death rate among cigaret smokers is far higher than among nonsmokers.

Dr. Horn was here to address a special meeting Thursday night

arranged by the Los Angeles County Interagency Council on Smoking and Health.

Dr. Jean Crum, president of the Los Angeles County Medical Assn., told newsmen doctors should try harder to become more effective health educators. He said that doctors are pessimistic about their capacity to influence patients to stop smoking.

"This is an obligation that we must accept and discharge," he said.

As for convincing youngsters that they should not begin to smoke, he said, "We respect their right to make their own decision, but we want to be sure they have the facts. Doctors have a wealth of scientific facts which they have not used."

Dr. Horn said that while 50% of boys and 40% of girls smoked 10 years ago, today the rates are 40% and 35% respectively.

For the adult population he said a 1955 study showed that 42 million adults smoked and 7.5 million were ex-smokers.

His 1968 estimate is 48 million adult smokers with about 21 million ex-smokers.